

Lara Makhoul

STRATEGIC COMMUNICATIONS

Abu Dhabi, United Arab Emirates · Canadian citizen, UAE resident

+971 52 495 0700 · laramakhoul@gmail.com

linkedin.com/in/laramakhoul · adaptivecopy.com

PROFILE

Communications leader with 14 years across banking, education, and intergovernmental finance. Currently running the communications function in the Executive Office of the Arab Monetary Fund: media relations, institutional campaigns, crisis planning, and a full rebrand of three institutions, in Arabic, English, and French. Background pairs journalism training with seven years of operational experience inside TD Bank Group, in payments, merchant solutions, and credit.

SELECTED ACHIEVEMENTS

- Leading the rebrand of three institutions (AMF, Buna, AFTP) into one identity and tone across three languages.
- Cut 20% from a substantial institutional events budget through negotiation and vendor partnerships.
- Doubled Buna's LinkedIn following through a sustained content and campaign program.
- Grew media coverage of Buna events and campaigns by 30% by building relationships with regional and international outlets.
- Launched and ran TD Merchant Solutions' newsletter and built a training program for a 15-person team.
- Grew SABIS website visits 25% and parent inquiries 35% with a content marketing plan.

EXPERIENCE

Arab Monetary Fund · Abu Dhabi

2024 – present

Senior Communications Officer · Team Lead, Executive Office

- Run communications strategy and execution for the Arab Monetary Fund, Buna (cross-border payment system), and the Arab Trade Financing Program.
- Lead the full rebrand of all three institutions: visual identity, tone, and messaging across platforms and stakeholder communications.
- Manage external communications: press releases, official statements, media interviews, and institutional announcements with regional and international counterparts.
- Plan and deliver campaigns on financial inclusion, digital payments, and economic development.
- Edit trilingual (Arabic, English, French) content for internal and external audiences.
- Lead internal engagement: brand activation, employee appreciation, and organizational awareness programs.
- Serve as master of ceremony for several internal institutional events.

Buna (ARPCSO), Arab Monetary Fund · Abu Dhabi

2022 – 2024

Communications Specialist

- Built and ran the communication strategy for the Arab region's cross-border payment system.
- Doubled LinkedIn followers; grew media coverage of events and campaigns by 30%.
- Managed institutional events end to end: conferences, MoU signings, advisory group meetings, trainings; worked on the events sponsorship framework.
- Worked on crisis communication plans and served as point of contact during sensitive periods.
- Reported to leadership on analytics, KPIs, and data-backed recommendations.

AdaptiveCopy · remote

2015 – 2022

Founder · Communications Consultant

- Ran an independent writing and communications practice alongside full-time banking roles.
- 2018–2022: internal communications contracts, covering announcements, newsletters, staff messaging, campaign support, and platform management for corporate clients.
- 2015–2017: copywriting and editing contracts, covering press releases, reports, speeches, and web copy, adapting complex material for different audiences.

TD Bank Group · Canada

2015 – 2022

Underwriter, Real Estate Secured Lending (2021–2022) · Senior Merchant Solutions Specialist (2018–2021) · WebBroker Support, Direct Investing (2015–2017)

- Made credit decisions on complex products within the bank's risk standards.
- Launched and ran the Merchant Solutions bi-weekly newsletter; brought the same format to the underwriting department.
- Served on the team that set up the bank's ideation group; innovation-team ambassador two quarters per year.
- Built a training program for a 15-person team and supported new hires as transition officer.

SABIS Educational Services

2012 – 2015

Corporate Writer · Communications Specialist

- Wrote and edited news items, press releases, and the quarterly corporate newsletter across a global school network.
- Ran a content plan that grew website visits 25% and parent inquiries 35%.
- Managed corporate social media; worked with developers on the CMS; fact-checking and basic SEO.

EDUCATION

BA, major in English, minor in Communication and Informatics

Université de Montréal, 2012

Certification, Fundamentals of Journalism

Concordia University, 2011

LANGUAGES

Arabic (native) · English (fluent) · French (fluent)

PROFESSIONAL DEVELOPMENT

Leading People and Teams · University of Michigan, in progress

AI & No-Code Development cohort · Maven, 2024

Decentralized Finance specialization · Duke University, 2024

Earlier coursework in marketing analytics, fintech, branding, and content strategy · 2014–2023

CORE COMPETENCIES

Strategic communications · Media relations · Crisis communications · Trilingual writing and editing · Brand management · Institutional events · Internal communications · Project management

TOOLS

Confident: Microsoft 365 (Teams, Word, PowerPoint, Excel) · SharePoint · Adobe Acrobat · Adobe Creative Suite · Canva · Meltwater · Hootsuite · Google Alerts · Jira · Zoho · ChatGPT · Claude · ElevenLabs

Familiar: Google Workspace · Google Analytics (GA4) · Figma · Airtable · Softr · Zapier · Gemini